



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: November 21, 2017

Subject: Event Funding Recommendations

The following are event funding recommendations for commission consideration.

Event	Event Dates	Event Description	Location	Attendance FY 16/17	Funding FY 16/17	Recommended FY 17/18
Rock & Roll Arizona Marathon	Jan 13-14, 2018	Annual Marathon, Half Marathon, 10k, 5k, and KiDS Rocks in the streets of Scottsdale, Phoenix, and Tempe. Projecting 24,000 participants. Request = \$7,427.50	Downtown Sdl, Tempe & Phoenix	22,464	\$15,000	\$7,427.50

Funding Availability & Potential Options

There are tourism development event support funds available in the FY 2017/18 bed tax budget for event development. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.